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### LISTING OF THE CLAIMS

1. (Currently Amended) A method for providing program data, comprising:

broadcasting continually, from a head-end to a terminal, a fraction of a plurality less than the total number of available interactive program guide (IPG) pages, each IPG page being transmitted as an encoded video stream having a respective packet identifier (PID);

receiving, by the head-end from the a terminal, a request message for a requested IPG page, the requested IPG page not being one of the continually broadcast transmitted IPG pages;

encoding, by the head-end, only a guide portion of the requested IPG page using a temporal slice persistence encoding scheme, the requested IPG page including the guide portion and a background portion;

assigning, by the head-end, a particular packet identifier (PID) to the encoded guide portion; and

demand-casting, by the head-end to the terminal, the encoded guide portion a limited number of times in response to receiving the request message.

2. (Previously presented) The method of claim 1, wherein the encoded guide portion of the requested IPG page is sent once in response to receiving the request message.

3. (Previously presented) The method of claim 1, further comprising:  
waiting for an acknowledgement indicating that the guide portion of the requested IPG page has been received; and  
upon receiving the acknowledgement, terminating the sending of the encoded guide portion of the requested IPG page.

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4. (Previously presented) The method of claim 1, wherein the encoded guide portion of the requested IPG page is sent once initially in response to receiving the request message, the method further comprising:
  - waiting for an acknowledgement indicating that the guide portion of the requested IPG page has been received; and
  - if the acknowledgement is not received within a particular time period, resending the encoded guide portion of the requested IPG page a limited number of times.
5. (Previously presented) The method of claim 4, wherein the encoded guide portion of the requested IPG page is resent once in response to not receiving the acknowledgement within the particular time period.
6. (Previously presented) The method of claim 1, wherein the encoded guide portion of the requested IPG page is sent once initially in response to receiving the request message, the method further comprising:
  - receiving a second request message from the terminal for the requested IPG page; and
  - resending the encoded guide portion of the requested IPG page a limited number of times in response to receiving the second request message.
7. (Previously presented) The method of claim 1, wherein the particular PID used for the encoded guide portion of the requested IPG page is a PID assigned to the terminal for IPG delivery.
8. (Previously presented) The method of claim 1, further comprising:signaling, by the head-end to the terminal, the identity of the particular PID used for the guide portion of the requested IPG page.
9. (Original) The method of claim 8, wherein the signaling is achieved via an in-band channel.

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10. (Original) The method of claim 8, wherein the signaling is achieved via an out-of-band channel.

11. (Previously presented) The method of claim 1, wherein the particular PID used for the guide portion of the requested IPG page is computed based on a particular computation scheme.

12. (Previously presented) The method of claim 1, wherein the particular PID used for the guide portion of the requested IPG page is a PID assigned to the terminal for a duration of a communication session with the terminal.

13. (Currently Amended) A method for receiving program data-comprising: receiving a ~~continual~~ broadcast at a terminal from a head-end, ~~a fraction of a plurality less than the total number~~ of available interactive program guide (IPG) pages, each IPG page being transmitted as an encoded video stream having a respective packet identifier (PID);

    sending, from the terminal to the head-end, a request message for a requested IPG page, the requested IPG page not being one of the ~~continually broadcast transmitted~~ IPG pages;

    receiving, at the terminal from the head-end, a transmission of a guide portion of the requested IPG page, wherein the guide portion of the requested IPG page is transmitted a limited number of times in response to the request message; and

    regenerating the requested IPG page from the received transmission, the requested IPG page including the guide portion and a background portion.

14. (Previously presented) The method of claim 13, further comprising: sending an acknowledgement to the head-end upon receiving the transmission for the guide portion of the requested IPG page.

15. (Previously presented) The method of claim 13, further comprising: